

## Chapter 9: Analysis of Successful Management Campaigns Brand: Cross Industry Case Studies and Effective Communication Strategies

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In today's highly competitive economic environment, brand management is essential to the survival and prosperity of companies in a variety of sectors. A brand is the culmination of an organization's reputation, core principles, and commitment to its clientele. It is more than just a logo or a product. Companies that want to stand out from the competition, charge higher prices, and remain resilient in the face of market changes must practice effective brand management (Loken & Ahluwalia, 2023). Long-term success in a business depends on integrating brand management as an ongoing activity that emphasizes added value and distinction (Mogaji, 2021). With consumers having unparalleled access to information and channels for opinion expression, businesses must actively control the reputation and image of their brands. This chapter's goal is to examine the nuances of effective brand management strategies via an analysis of a wide variety of case studies from different sectors and regions. We want to glean insightful knowledge and practical lessons from these real-world instances, which will benefit and motivate brand managers, marketers, and other corporate executives looking to improve their brand strategy. We want to identify the guiding ideas, approaches, and techniques that have helped these businesses succeed via a thorough examination of these case studies. By condensing these important lessons, we want to provide practitioners practical advice on how to deal with the challenges of brand

management in the fast-paced market of today. The theoretical framework that defines brand management, examines its importance for business context and presents important ideas and models pertinent to the subject is covered in the first section of this chapter. After that, we outline our approach to choosing and evaluating case studies, giving readers an inside look at how we do our study. The analysis of many case studies from different businesses and geographical areas is the core of the chapter. Every case study provides a thorough examination of the brand, the management and communications campaigns, the tactics used, and the final results. We are able to pinpoint recurring themes, industry-wide best practices, and practical insights by means of these investigations. Ultimately, we combine our research into fundamental ideas and suggestions for successful brand management, providing practitioners with useful advice. We consider the importance of examining effective brand management efforts in our conclusion and provide some directions for further research in this area.

A complete strategy for creating, preserving, and improving customer perceptions of a brand is necessary for effective brand management in order to develop strong emotional bonds, increase brand loyalty, and create market distinction (Heding, Knudtzen, & Bjerre, 2020). Effective brand management methods depend heavily on brand identity, which includes visual components, message, values, and consumer experiences (Adidam, 2007). A crucial component of branding is differentiation, which enables businesses to stand out from rivals and establish a special place in the thoughts of customers (Chovancová et al., 2015). For businesses to successfully manage their brands as priceless intangible assets and maintain their competitiveness and profitability, strategic brand management is crucial (Keller, 2014). Effective brand management is essential for promoting corporate success in a number of ways.



First off, a great brand may act as a potent differentiator in crowded and competitive marketplaces, making a business stand out from the competition. A business may draw in and keep consumers who share its values by developing a distinctive brand identity and effectively articulating its unique value proposition (Urde, 1994). Second, well-established businesses build devoted clientele that consistently choose their goods or services over competing ones. Effective brand management techniques cultivate trust, consistency, and pleasant brand experiences—all of which are the cornerstones of brand loyalty (Hwang & Kandampully, 2012). Thirdly, companies that are seen as valuable and reliable may charge higher rates for their goods and services. Businesses may raise prices and increase profitability by establishing perceived value in the eyes of customers via skillful brand management (Beverland, 2021). A brand that is well maintained can withstand changes in the market and outside obstacles better. Strong brands benefit from increased customer trust and goodwill in uncertain or crisis situations, which may help offset negative effects on sales and reputation. Last but not least, effective brand management may make it easier to enter new product and market niches. A solid basis for expansion is provided by a strong brand and a devoted client base, which enables businesses to use their brand equity to expand into new markets or launch new products. The theory of brand management comprises many fundamental principles and models. First, brand identity is the distinct collection of linguistic, visual, and experiential components that characterize a brand and set it apart from rivals (Krake, 2005). This covers components like colors, typography, slogans, logos, and personality aspects of the brand. The second concept is brand equity, which is the economic value gained from how consumers see a brand. It includes elements like perceived quality, brand connotations, brand awareness, and brand loyalty. Conceptualizing and quantifying brand equity has been aided by models like Aaker's Brand Equity Ten and Keller's Brand Equity Model. Third, brand

positioning describes how customers see a brand in relation to its rivals in their thoughts. It entails determining and expressing a brand's distinct selling point and edge over competitors (Kelley et al., 2022). Visualizing a brand's positioning in relation to rivals is often done using models like the positioning matrix and the perceptual map. Next, brand extension is the process of using the equity of an already-established brand to launch additional goods or penetrate untapped areas. Effective brand extensions provide customers with something fresh and relevant while building on the power and reputation of the parent brand. Aaker's Brand Equity Ten and other models provide frameworks for assessing the possible viability of brand expansions. Finally, brand management strategies include the choices and activities businesses make to establish, preserve, and safeguard their brands. Brand experience management, brand communication planning, brand architecture design, and brand crisis management are a few examples of these tactics. Comprehending these fundamental ideas and frameworks is crucial to formulating successful brand management plans and carrying out campaign victories. They provide a theoretical framework for deciphering and evaluating the case studies that are included in this chapter.

### ***Case Study: Coca-Cola's "Share a Coke" Campaign***

Coca-Cola is a well-known beverage company around the world that is best known for its distinctive logo and delicious carbonated soft beverages. Coca-Cola, with a more than a century-long history, has positioned itself as a representation of joy, community, and special occasions. In order to encourage customers to share a Coke with friends and family, Coca-Cola's "Share a Coke" campaign customized its packaging by substituting popular first names for the brand name on bottles and cans. The goal of the campaign was to rekindle brand love and promote emotional ties. Coca-Cola fostered a feeling of inclusion and personal connection by using individual names on their goods, which increased

customer involvement and social media sharing. In order to guarantee broad exposure and engagement, the "Share a Coke" campaign was bolstered with an integrated marketing strategy that included social media activations, experiential events, and television advertisements. Coca-Cola turned customers into brand ambassadors by encouraging them to post pictures and tales of their customized Coke bottles on social media, which expanded the campaign's audience. Rekindled Brand Emotion: Reviving customer interest in Coca-Cola via nostalgia and emotional links to the brand was the goal of the "Share a Coke" campaign. During the marketing time, Coca-Cola product sales and consumption rose as a result of the customized packaging's positive reception from customers. The strategy significantly increased brand awareness and engagement on digital platforms by generating buzz on social media and user-generated content.

The "Share a Coke" campaign by Coca-Cola, a trailblazing endeavor that individualized the company's packaging to build emotional ties with customers and rekindle brand affinity, is further examined in the table that follows. A thorough grasp of the campaign's strategies, methods, and results is provided by breaking down every component of it, from the marketing strategy to the brand overview. Coca-Cola sought to increase consumer engagement and create buzz about its brand by using personalization strategies like switching out the brand name with well-known first names and utilizing an integrated marketing strategy that included TV commercials, social media activations, and experiential events. The campaign's results and effects are examined, demonstrating how it sparked a renewed interest in consumers, boosted sales and consumption, and produced a substantial amount of social media involvement. To understand the nuances of the campaign's implementation and the ensuing success of the brand, let's examine each component in detail.



**Table 9-1** *Strategies and outcomes*

<b>Aspect</b>	<b>Description</b>	<b>Key Tactics</b>	<b>Outcomes and Impact</b>
Campaign Strategy	The "Share a Coke" campaign personalized packaging with popular names to foster emotional connections.	<ul style="list-style-type: none"> <li>- Personalization of packaging</li> <li>- Encouraging social media sharing</li> </ul>	<ul style="list-style-type: none"> <li>- Renewed Brand Affinity</li> <li>- Increased Sales and Consumption</li> <li>- Social Media Buzz</li> </ul>
Marketing Approach	The campaign utilized a mix of television commercials, social media activations, and experiential events.	<ul style="list-style-type: none"> <li>-Television commercials</li> <li>- Social media engagement</li> <li>- Experiential events</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media Buzz</li> </ul>

### ***Case Study: Dove's "Real Beauty" Campaign***

Unilever owns the well-known personal care brand Dove, which is well-known for emphasizing diversity and true beauty. Dove has made a name for itself as an advocate for diversity, questioning conventional notions of beauty and promoting sincerity and self-assurance. Dove included women of diverse shapes, sizes, ages, and races in its advertising as part of its "Real Beauty" campaign, which sought to redefine standards of beauty. The goal of the campaign was to give women the confidence to accept their own attractiveness and reject the false

ideals of beauty that the media constantly promotes. Customers who value diversity and authenticity were drawn to Dove's ad because it challenged preconceptions and promoted body acceptance via inspiring content and images. Real women shared their life stories and experiences as part of the campaign to encourage viewers to connect on an emotional level and embrace who they are. Dove used user-generated material and hashtags like #RealBeauty to promote conversation and engagement on social media platforms in order to spread its message. Dove's image as a socially conscious company dedicated to fostering constructive social change was strengthened by the "Real Beauty" campaign, which raised consumer favorability and loyalty. Dove's campaign changed larger societal views and conceptions of beauty in the media and advertising by igniting discussions about body acceptance and beauty standards. Dove's sales and market share surged as a result of the campaign, which attracted customers with its genuine ethos and dedication to inclusiveness and diversity.

The table presents a brief study of Dove's "Real Beauty" campaign, emphasizing the key concepts, strategies, and outcomes of this noteworthy marketing initiative. The "Real Beauty" campaign was started by the Unilever personal care brand Dove to challenge traditional notions of beauty and promote diversity. Dove aimed to foster body positivity and self-acceptance among customers by showcasing various women in their ads and use uplifting language. The marketing strategy for the campaign centered on using social media to spread its message and promote interaction and conversation. The campaign had a wide range of effects and results, including improved brand recognition, boosted favorability and loyalty, sparked cultural discussions, and aided in the expansion of businesses. To comprehend the campaign's importance and efficacy in



changing society's conceptions of beauty, let's examine each component in more depth.

### ***Case Study: Airbnb's "Belong Anywhere" Campaign***

Airbnb is a well-known online housing marketplace that provides distinctive hotel options and experiences worldwide. Airbnb emphasizes the concept of connection and belonging via travel, positioning itself as more than simply a place to book lodging. The "Belong Anywhere" ad from Airbnb highlighted the variety of cultures and experiences that users of the site come across. The ad highlighted Airbnb's goal of giving both hosts and guests, wherever they may be in the globe, a feeling of community. Warmth and inclusion were evoked by Airbnb's ad, which included real-life tales of guests and hosts developing deep bonds and friendships across cultural and ethnic divides. In order to bolster the campaign's theme of belonging, Airbnb invited customers to submit their own travelogues and experiences on social media. In order to ensure wide reach and engagement, the "Belong Anywhere" campaign was bolstered by a multi-channel marketing strategy that included digital advertising, social media activations, experiential events, and television advertisements. Improved Perception of the Brand: The "Belong Anywhere" ad resonated with tourists looking for genuine experiences and strengthened Airbnb's image as a platform that promotes human connections and cross-cultural interaction. Travelers were encouraged to think about using Airbnb for their lodging by the ad, which increased user interaction and platform reservations. Airbnb stands apart from other conventional hospitality companies because to its focus on cultural immersion and belonging. This attracts a distinct audience of daring travelers looking for meaningful experiences.





Aspect	Description	Key Tactics	Outcomes and Impact
Campaign Strategy	The "Real Beauty" campaign aimed to redefine beauty norms by featuring diverse women in its advertising.	-Featuring diverse women in ads	-Enhanced Brand Reputation - Increased Brand Favorability and Loyalty - Cultural Influence - Business Growth
Marketing Approach	Dove used empowering messaging and imagery to promote body positivity, leveraging social media to amplify its message.	- Empowering messaging and imagery	- Increased engagement on social media platforms

**Table 9-2** Strategies and outcome

A brief summary of Airbnb's "Belong Anywhere" campaign, a crucial marketing initiative that promotes diversity and a feeling of community among hosts and guests, may be seen in the table below. Airbnb sought to improve its brand image, increase user engagement, and set itself apart in the cutthroat hotel sector by using real storytelling and a multi-channel marketing strategy. The main tactics and results of the campaign are summarized in this succinct synopsis, which also highlights how it affected Airbnb's standing and level of customer interaction.

### **Case Study: Apple's "Shot on iPhone" Campaign.**

Global technological giant Apple is well-known for its cutting-edge devices, which include the iPad, MacBook, and iPhone. Apple has positioned itself as a high-end brand that is associated with inventiveness, simplicity, and excellent design. Apple's "Shot on iPhone" campaign featured gorgeous photos taken by

iPhone owners all around the globe to highlight the handsets' photographic skills. The ad showcased creative expression and inventiveness, showcasing the iPhone as a tool for recording life's special moments with unmatched quality. Apple gathered photos from iPhone users all across the globe via crowdsourcing, showcasing the range of viewpoints and artistic abilities among its clientele. Real user-generated material was included in the ad, which promoted credibility and authenticity. Through the use of social media channels, the "Shot on iPhone" campaign displayed user-submitted images and promoted interaction and engagement among followers. The campaign's reach was increased by encouraging people to post their own images with hashtags like #ShotOniPhone. Apple appealed to customers who value design aesthetics and innovation by positioning the iPhone as a tool for creativity and self-expression. The emotional connection that consumers have with their iPhones and the experiences they record was highlighted in the ad. The "Shot on iPhone" campaign, which presented the iPhone as more than simply a smartphone but also a creative instrument capable of generating professional-grade photos, strengthened Apple's reputation for quality and creativity. The campaign increased interest in and demand for iPhone devices, especially among creatives and photography lovers who were pleased with the quality of the photos included in the campaign. The "Shot on iPhone" campaign, which used user-generated photos to highlight the beauty and variety of civilizations, struck a chord with viewers all across the globe. It reaffirmed Apple's allure on a worldwide scale and its cultural significance in a variety of regions.

An overview of Apple's "Shot on iPhone" campaign, a noteworthy marketing effort showcasing the iPhone's photographic skills, is shown in the table below. Apple, a company renowned for its dedication to quality and innovation, positioned the iPhone as more than just a smartphone but also as a creative



instrument that could capture life's events in breathtaking detail. Apple sought to increase interest in iPhone devices, strengthen its brand image, and develop a personal connection with consumers via user-generated content and social media interaction. The main tactics of the campaign are summarized below, along with how they affected Apple's reputation and customer involvement.

**Table 9-3** *Strategies and outcome*

Aspect	Description	Key Tactics	Outcomes and Impact
Campaign Strategy	The "Shot on iPhone" campaign showcased iPhone photography, emphasizing quality and creativity.	- Featuring user-generated photos on billboards and digital platforms	- Reinforced Brand Reputation - Increased Interest and Demand - Emotional Connection
Marketing Approach	Apple used social media to showcase user-submitted photos and encourage engagement.	- Leveraging social media for user engagement	- Increased User Engagement
Outcomes and Impact	The campaign reinforced Apple's reputation, increased demand for iPhones, and fostered an emotional connection with users.	N/A	- Reinforced Brand Reputation - Increased Interest and Demand - Emotional Connection

### ***Case Study: Starbucks' "Starbucks Rewards" Program***

Starbucks is a global network of coffee shops renowned for its fine coffee, espresso drinks, and welcoming café atmosphere. Starbucks has established a reputation for offering premium coffee experiences and encouraging a feeling of belonging in its locations. Starbucks' "Starbucks Rewards" program encouraged

consumer loyalty by providing incentives and prizes for regular visits and purchases. The campaign's objectives were to increase brand loyalty, encourage repeat business, and foster deeper consumer involvement. To encourage repeat business and visits to Starbucks shops, Starbucks rewarded users of its rewards program with free beverages, food items, and tailored offers. Members of the "Starbucks Rewards" program may personalize their orders and accrue stars for certain purchases, which improved the relevancy and customization of incentives. Starbucks has improved convenience and user experience by integrating its rewards program with its mobile app. This allows users to monitor their points, schedule orders in advance, and access special discounts and promotions. Customers' involvement and loyalty improved as a result of the "Starbucks Rewards" program, which encouraged people to use Starbucks instead of rival businesses and take part in the rewards ecosystem. Starbucks' income increased as a result of the program as rewards program participants spent more money per time and visited the company more often than non-participants. Starbucks was able to create individualized marketing campaigns and product suggestions based on the interests and behaviors of its customers by using data from its rewards program.

The table that follows provides a brief overview of Starbucks' "Starbucks Rewards" program, a crucial effort aimed toward promoting consumer loyalty and involvement inside the well-known international network of coffee shops. Starbucks sought to strengthen relationships with customers and promote company expansion by offering incentives and advantages for regular visits and purchases. The program's main tactics are summed up in this succinct summary, which includes integrating it with the Starbucks mobile app to improve customer convenience and customize offers. Starbucks effectively used its rewards program to enhance customer engagement and revenue development.



This allowed the company to get significant insights into consumer behavior and preferences, which in turn enabled more customized marketing initiatives

**Table 9-4** *Strategies and outcomes*

<b>Aspect</b>	<b>Description</b>	<b>Key Tactics</b>	<b>Outcomes and Impact</b>
Campaign Strategy	The "Starbucks Rewards" program incentivized customer loyalty through rewards and benefits.	- Offering rewards and benefits - Integration with the Starbucks mobile app	- Increased Customer Engagement - Revenue Growth - Personalization
Marketing Approach	Starbucks integrated its rewards program with its mobile app, enhancing user convenience.	- Integration with the Starbucks mobile app	- Enhanced User Experience - Increased App Engagement - Data Insights
Outcomes and Impact	The program drove increased engagement and loyalty among customers, contributing to revenue growth for Starbucks.	N/A	- Increased Customer Engagement - Revenue Growth - Personalized Marketing

There are several important conclusions and insights. First, talking about recurring themes and trends in advertisements that are effective. Authenticity is a key component of successful brand management initiatives, which also seek to

build emotional bonds with customers using a variety of techniques including user-generated content, storytelling, and purpose-driven messaging Morhart et al. (2014). A key component of effective brand management is brand authenticity, which has a favorable effect on the quality of brand relationships and shapes customer behavior intentions (Fritz et al., 2017). Additionally, brand authenticity has a major impact on consumer happiness, brand equity, and brand love, all of which support long-term brand success (Shi et al., 2022; Trần et al., 2020; Safeer et al., 2020). Numerous effective ads demonstrate a brand's dedication to social responsibility and constructive change by addressing pertinent concerns and conforming to wider cultural norms. Prioritizing the wants and requirements of their consumers helps brands create meaningful experiences that connect with their target market and foster strong brand loyalty and engagement (Sashi, 2012). Additionally, companies that represent something more than just their goods or services often win over customers' loyalty and advocacy (Heidarian & Bijandi, 2015). In a similar vein, brand strategies that are effective in maximizing customer loyalty center on brand recognition, customer happiness, and corporate image (Anwar et al., 2019). Some of the most important guidelines and recommended procedures in brand management are becoming recognized. First and foremost, developing trust and recognition requires consistency in brand message, visual identity, and customer experience. Consumers' memories of and connections with brands are strengthened when brands are consistently branded across all touchpoints. Second, well-performing brands consistently innovate and adapt to shifting customer tastes, market conditions, and technology breakthroughs. In dynamic environments, brands may maintain their relevance and competitiveness by being flexible and adaptable. Finally, authenticity and openness: genuine communication creates stronger bonds with customers while transparency



increases trust. Brands that are forthright and truthful about their principles, procedures, and merchandise develop customer loyalty and trust.

**Table 9-5 Key metrics**

<b>Metric</b>	<b>Data/Ratios</b>	<b>Insights</b>
Brand Loyalty	-Customer Retention Rate: 85%	High customer retention indicates strong brand loyalty and satisfaction, reducing the need for costly customer acquisition efforts.
	- Net Promoter Score (NPS): 70	A high NPS suggests that customers are likely to recommend the brand to others, indicating positive word-of-mouth and brand advocacy.
Market Share	- Brand Market Share: 25%	A significant market share indicates the brand's competitiveness and dominance within its industry, potentially leading to economies of scale and increased bargaining power.
	- Year-over-Year Growth Rate: 12%	Double-digit growth suggests that the brand is outperforming competitors and expanding its market presence, driven by effective branding strategies and market penetration.
Brand Equity	- Brand Equity Index: 80	A high brand equity index reflects strong brand recognition, perceived quality, and emotional connection among consumers, enhancing the brand's resilience and pricing power.
	- Brand Value-to-Sales Ratio: 0.15	A higher ratio indicates that the brand generates more value relative to its sales revenue, demonstrating the brand's ability to command premium pricing and generate higher profits.

Customer Satisfaction	- Customer Satisfaction Score (CSAT): 90%	High customer satisfaction levels indicate that the brand consistently meets or exceeds customer expectations, leading to repeat purchases, positive reviews, and increased brand loyalty.
	- Average Customer Lifetime Value (CLV): \$500	A higher CLV suggests that customers are likely to generate more revenue over their lifetime, making them valuable assets to the brand and justifying investments in customer retention and satisfaction initiatives.
Market Performance	- Return on Brand Investment (ROBI): 15%	A positive ROBI indicates that the brand's investments in marketing, advertising, and brand-building activities generate a favorable return, contributing to overall business profitability and growth.
	- Brand Health Index: 85	A high brand health index reflects positive consumer sentiment, market perception, and brand strength, positioning the brand for long-term success and resilience against competitive threats.

A thorough summary of the most important indicators and insights pertaining to brand performance and management is provided in the table. These metrics include a wide range of elements that are essential for assessing a brand's potency, standing in the marketplace, and rapport with consumers. Each statistic offers useful insights into many aspects of brand management, ranging from measurements of consumer happiness and brand equity to indications of market share and brand loyalty. Businesses may develop plans to increase brand value and competitiveness in the market, as well as have a better knowledge of their brand's performance, by studying these data points and ratios. Now let's examine each measure and how brand management might benefit from it.





There are various ramifications for companies and practitioners. First and foremost, practitioners have to give priority to purpose-driven branding strategies that are in line with the values of their brand and appeal to their intended market. Authentically conveying the mission and social effect of their brand helps companies stand out from the competition and draw in like-minded customers. Second, companies have to put a high priority on providing outstanding customer service at every stage of the customer journey, from first contacts to after-sale assistance. Businesses may promote long-term development and profitability by putting a high priority on customer happiness and loyalty. Finally, professionals should adopt a culture of creativity and flexibility, always looking for fresh approaches to satisfy changing client demands and tastes. Businesses may prosper in a market that is always changing by keeping ahead of the curve and welcoming change. Ultimately, the most important conclusions and revelations from effective brand management initiatives highlight how crucial authenticity, purpose, and customer-centricity are to creating powerful, long-lasting brands. Practitioners and companies may build significant relationships with customers and achieve long-term success by adhering to these guidelines and best practices.

In this chapter, we looked at a wide range of effective brand management initiatives from different sectors and regions. Our research yielded many important themes and findings, such as the significance of customer-centricity, purpose-driven branding, and authenticity in creating powerful and long-lasting brands. We discovered similar themes and best practices used by successful campaigns, emphasizing the value of creativity, consistency, and openness in brand management. We also spoke about how these results may affect practitioners and companies, highlighting how crucial it is to put excellence in customer experience, flexibility, and innovation first in the fast-paced market of

today. Effective brand management strategies, techniques, and guiding concepts may be understood by analyzing successful brand management campaigns. Through the examination of authentic case studies of brands that have successfully connected with customers and generated revenue, professionals and companies may extract practical insights and industry best practices to guide their own brand initiatives. Furthermore, studying effective ads emphasizes how crucial authenticity, purpose, and customer-centricity are to creating lasting relationships with customers and fostering brand loyalty. Thus, for companies trying to negotiate the challenges of brand management in today's cutthroat environment, it is imperative that they comprehend the elements that led to these campaigns' success. There are a number of directions that future study in the topic may go, even if this chapter has offered insightful information on effective brand management initiatives. An area of research may concentrate on how new technologies, such augmented reality and artificial intelligence, affect customer engagement and brand management tactics. Furthermore, further study may look at how customer behavior and brand perceptions are influenced by sustainability and corporate social responsibility. Furthermore, studies that follow the development of brands over time may provide insightful information on how well brand management tactics work in the long run. Researchers may further our knowledge of the factors influencing brand-consumer connections and provide guidance for future brand strategies and practices by carrying out more in-depth research and analysis of effective brand management campaigns.



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